



Park & Recreation Department Survey
(as of December 1, 2006)

Small Population Size (1-9,999)

GENERAL COMMUNITY INFORMATION

1. Town: Community population / Approximate population of entire service area/Form of Gov.
 - Nevada: 6,800/8,500/Mayor-Council, City Administrator
 - Clear Lake: 8,000/9,000/Mayor-Council
 - North Liberty: 8,000/10,000/City Administrator
 - Eagle Grove: 3,500/5,500/City Manager
 - Eldridge: 4,806/5,000/Mayor-Council
 - Belle Plaine: 2,878/6,000/Mayor-Council, City Manager
 - Asbury: 2,450/2,450/Mayor-Council
 - Adel: 3,435/5,500/Mayor-Council
 - Osceola: 4,659/10,000/Mayor-Council, City Administrator
 - Monticello: 3,708/Don't Know/Mayor-Council, City Manager
 - Ida Grove: 2,300/10,000/Mayor-Council
 - Humboldt: 4,500/10,000/Mayor-Council, City Manager
 - Holstein: 1,400/2,000/Mayor-Council, City Administrator
 - Story City: 3,200/4,500
 - Anamosa: 5,500/Don't Know/City Manager-Council
 - Grinnell: 9,105/13,000/Non-Voting Mayor, Council, City Manager
 - Denison: 7,339/17,000/Mayor-Council, City Manager
 - Clarinda: 5,200/8,800/Mayor-Council, City Manager
 - Cherokee: 5,369/10,000/Mayor-Council
 - Charles City: 7,800/15,000/Mayor-Council, City Administrator
 - Maquoketa: 6,100/7,000/Mayor-Council, City Manager
 - Manchester: 5,300/15,000/City Manager
 - Independence: 6,500/20,000/Mayor-Council, City Manager
 - Hiawatha: 7,000/190,000/Mayor-Council, City Administrator
 - Harlan: 5,200/5,200/Mayor-Council, City Manager
 - Winterset: 5,000/8,000/Mayor-Council
 - Waverly: 9,000/25,000/City Manager
 - Vinton: 5,500/8,500/Mayor-Council
 - Washington: 8,000/Don't Know/Mayor-Council, City Manager
 - Pleasant Hill: 7,000/12,000/Mayor-Council, City Manager, Directors, Supervisors, Laborers
 - Perry: 8,000/15,000/Mayor-Council
 - Orange City: 5,600/17,500/Mayor-Council

ADMINISTRATION

1. Please check ALL that apply under your department's responsibility:

27 Parks

17 Sports Complex

If yes, please state below:

- Try to have all programs be self-sufficient or break even (Osceola)
- Early expectations is for the department to be self-supporting (Ida Grove)
- Must exceed a certain set number each year (Holstein)
- Recreation programs must be direct costs + 25% (Waverly)
- Programs must be self-sufficient and the department must make a certain percentage back each year (Perry)
- City wants to see at least 20% revenue (Belle Plaine)

8. What is your Capital Improvement Program Budget for the following fiscal years?

2007:	Range: \$1,000-\$245,000	Avg.: \$68,017
2008:	Range: \$10,000-\$400,000	Avg.: \$127,811
2009:	Range: \$7,500-\$100,000	Avg.: \$45,693
2010:	Range: \$50,000-\$123,000	Avg.: \$65,347
2011:	Range: \$30,000-\$178,000	Avg.: \$73,875

9. How many Park and/or Recreation Board Members does your department have?

- Range: 0-8
- Avg.: 5.38

10. How are Park and/or Recreation Board Members appointed?

- Appointed by mayor (10 cities)
- Mayor suggests, city council approves (6 cities)
- Public vote (3 cities)
- Mayor-City Council (2 cities)
- City Council selects (2 cities)
- By the City Council (2 from outside the city limits, 5 from within city limits) (Anamosa)
- Interviewed by one council member, then a recommendation is given to council as a whole
- Picked by Park Board
- Recommended by board, appointed by mayor
- Recommended by current Rec Board, appointed by City Council

11. Please describe the role/responsibility of your department's Park Board (i.e. policy, advisory, etc.)

- Advisory (18)
- Policymaking (13)
- Meet bimonthly to decide all major actions undertaken by park staff, policy and some recommend wage rates
- Set Park and Rec policies, volunteer
- Advise director, determine policy and procedure, hire/fire with recommendation from director. Oversee total operation and budget of Aquatic Center
- Recreation activities, policies, etc. to city council who in turn approve/reject
- Set policy and make decisions directly related to parks, as well as directly oversee the Rec director

PARKS

1. How many developed parks does your community have?

- Range: 2-20
- Avg.: 7.84

2. How many parks are either underdeveloped or undeveloped?

- Range: 0-8
- Avg.: 1.52

3. What is your total park acreage of developed parks?

▪Range: 25-300 ▪Avg.: 92.35

4. What is your total park acreage of underdeveloped or undeveloped parks?

▪Range: 0-140 ▪Avg.: 26.88

5. Does your community have a Park Dedication Ordinance or Policy? 6 Yes 23 No

If yes, please explain the policy:

- Based upon living unity, \$ per living unit as a cash donation to park dedication fund or in lieu of cash, 5% of property to be developed with the approval of Park and Rec commission and City Council. With Supreme Court Decision, developers have made “contributions” to be used for park improvements in lieu of land (Waverly)
- 5% of land developed must be deeded to the city for green space/park development (Asbury)
- Require dedication of land based on the number of residences in a development rate of 5 acres per 1,000 people. Developer may request contributing an equal value of trail development or cash (Pleasant Hill)
- Yes, but no explanation: Denison, Holstein, and North Liberty

6. Parks quantity information (please provide the following data):

- Number of outdoor shelters: Range: 1-17 Avg.: 6.29
- Number of playgrounds: Range: 2-11 Avg.: 5.16
- Number of miles of hard surfaced trail: Range: 0-15 Avg.: 3.35
- Number of miles of natural surfaced trail: Range: 0-5 Avg.: .99

What are your rental fees for shelters?

- Free (9) ▪\$25/ unlimited time (3)
- \$10/day (2) ▪\$10/4 hrs, \$15/6 hrs, \$20/8 hrs
- \$10-\$75/hr ▪\$25/4.5 hrs, \$60/day
- \$20/6 hrs ▪\$20/reservation
- \$35-\$55/day ▪\$0-\$20/day
- \$10/4 hrs ▪\$15/day
- \$25 refundable deposit ▪\$5/day
- \$20-\$35/day ▪\$25/4 hrs
- \$40/half day, \$80/day ▪\$20/closed shelter/day
- \$5/4 hrs
- Free open shelters, \$15-\$60/day based on renter (individual, church/youth group, business)

Can your shelters be rented on-line? 0 Yes 31 No

7. Please explain how you incorporate neighborhoods/community in park development and/or redevelopment:

- Neighborhood meetings (7)
- Send out surveys (2)
- Through fundraising (2)
- Volunteer parks commission is made up of citizens that develop/redevelop parks. Also have volunteers that help with planting (Hiawatha)
- Every new plan is required to have a prescribed amount of green space

- Have a playground committee and a pool committee
- Receive proposals
- Invite neighborhood to participate in construction
- By representation on the Park Board and through operating forums
- Only use feedback of Park and Rec Board
- Media coverage

8. Does your department perform mowing services in-house or is it contracted?

23 In-House 4 Contracted 4 Both

- **Cities that contract: Monticello, Pleasant Hill, Belle Plaine, and Hiawatha**

If both, what is the percentage breakdown?

- 90% contracted, 10% In-house (Denison)**
- 85% contracted, 15% In-house (Maquoketa)**
- 80% contracted, 20% In-house (Manchester)**
- 70% contracted, 30% In-house (Waverly)**

9. Are you familiar with the State of Iowa Resource Enhancement and Protection (REAP) program?

27 Yes 2 No

If yes, when was the last year you applied for a REAP grant/received a REAP grant?

- | | | |
|-------------------------|-----------------|--------------------|
| ▪Have Never Applied (4) | ▪2006/Never | ▪Will in 2007/1995 |
| ▪Aug 2006/Never | ▪Aug 1995/Never | ▪2001/2002 |
| ▪Aug 2001/Never | ▪1990/1990 | ▪2006/2006 |
| ▪Feb 1990/Never | ▪May 2005/2006 | ▪Oct 2006/Oct 2006 |
| ▪2005/2005 | ▪1998/Never | ▪Aug 03/Never |
| ▪Aug 2006/Oct 2006 | ▪Aug 1998/Never | ▪2001/1995 |
| ▪Aug 2004/Never | ▪1995/1995 | ▪2000/Never |

10. Please list the primary type of playground surface used in your parks?

- | | | |
|------------------------|------------------|----------------------------|
| ▪Wood Chips (16) | ▪Sand (9) | ▪Engineered Wood Fiber (7) |
| ▪Wood/Mulch (2) | ▪Pea Gravel (4) | ▪Mulch (3) |
| ▪Washed River Rock (1) | ▪Fine Ground (1) | ▪Rubber Safety Surface (1) |

11. Do you currently have a park master plan in place? **15 Yes 16 No**

- Yes: Denison, Waverly, Manchester, Hiawatha, Pleasant Hill, Clarinda, Anamosa, Humboldt, Adel, Eagle Grove, Nevada, Osceola, Grinnell, Harlan, Independence**

12. Do you accept reservations for park rentals? **16 Yes 14 No**

13. Please list innovative park programs (i.e. adopt a park):

- Adopt-A-Garden (Flower beds) (2)
- Adopt-A-Park (2)
- Have a band shell to reserve
- Designing miniature golf, would like businesses to “buy” a hole, sponsor the hole by funding costs for that hole. This project is in the very early stages
- Pioneer Park
- Do not rent out the entire park at once
- Fountain Park- developed by Friends group- Garden club maintains park plantings, Chamber Park- old ally to converted to park for downtown festivals

- Some parks are owned by a private organization- City Improvement Association- not city owned, but are for public use
- Park Cleanup Day, Community BBQ
- Memory Tree program
- Tree Coupons

TRAILS

1. How many total miles of trails do you have in your community?
 - Range: 0-15 Avg.: 4.32

2. What is your primary trail surface (i.e. gravel, concrete, etc.)?
 - Concrete (14) ▪Asphalt (12) ▪Gravel (9)
 - Grass (2) ▪Limestone(1)

3. Does your community have an ordinance or policy for trail construction? 4 Yes 23 No
 If yes, please explain the policy:
 - Typically build trails to be a minimum of 8’ wide and either concrete or asphalt (Nevada)
 - Trails are 5’ wide and 4” thick, C-6 mix (Denison)
 - Use Unified Development Code (Hiawatha)

4. Do you have bicycle trail master plan in place? 6 Yes 21 No 2 Developing
 - Yes: Manchester, Osceola, Waverly, Nevada, Hiawatha, Pleasant Hill
 - Currently developing Bicycle trail master plan: Washington, North Liberty

5. Does your community have a policy on snow removal for trails? 11 Yes 18 No
 If yes, please explain the policy:
 - Parks Dept maintains all city owned trails
 - Walking trails cleared after every snowfall
 - Department cleans about .75 miles that abuts our major street in town. Those that abut private property in front of homes are homeowner’s responsibility. Those in the parks are not cleared.
 - Do not remove snow
 - City takes care of snow cleanup
 - Same as homeowner’s sidewalk- All snow must be removed within 10 daylight hours after the snow has stopped falling
 - Remove snow from paved trail as soon as possible
 - In town-plow half of each trail so pedestrians can use them. Rural trails are not plowed, but are rather used for cross country skiing
 - Remove snow on public sections of trail, but will not remove snow on sections of private trail that connect to the public portion
 - Use metro wide policy for the 4 mile greenway trail. Have snow removed within 48 hours of the end of snowfall

FACILITIES

1. Does your department operate a city-owned recreation center? 13 Yes 19 No
 If yes, please state the square footage of your center
 - 6,000 sq. ft. fitness center shared with high school
 - 5,000 sq. ft. indoor shelter

Small room w/o kitchen: \$60/half day, \$75/full day

Large and Small w/ kitchen together: \$400/day plus \$100 setup charge

- Harlan: \$200/day
- Perry: renter must place a deposit of \$50 which they receive at the end if no damage has occurred and \$25 for rent
- Ida Grove: \$12.50/hour for member and \$20/hour for non-members per room
- Holstein: Community Room: \$35 for members plus \$10/hr after 5 hours, \$50 for non-members plus \$15/hr after 5 hours. Gym: \$100/5 hrs
- North Liberty: \$10-\$60/hr based on room for residents, \$15-\$75/hr for non-residents
- Independence: rent large and small meeting rooms, as well as gym for weekend b-day parties
- Anamosa: Meeting room for 35: \$15 for members, \$25 for non members, w/ kitchen \$25/\$35
Meeting room for 70: \$20 for members only, \$30 w/ kitchen
Gym Rentals: \$150/\$200 w/ kitchen for members only

9. Do you have non-member rates for daily passes? **8 Yes 5 No**

10. Do you have non-resident rates for daily passes? **3 Yes 9 No**

11. Do you have a separate daily fee for students and adults? **7 Yes 5 No**

12. Please list daily fees below:

- Student: \$3.18, Adult: \$5.30
- Student: \$2, Adult: \$3
- Student: \$3, Adult: \$4
- Student or Sr. Citizen: \$3, Adult: \$4, Group of 15+: \$2.50/person
- All: \$5/day
- Resident: \$1.50, \$0.75 Sr. Citizen Non-Resident: \$2.50, \$1.25 Sr. Citizen

13. In 2005, what was the daily average usage of the facility?

- Range: 25-525 Avg.: 232.73

14. Is your facility run as an enterprise? **2 Yes 8 No**

15. Please list your facility's financial operation numbers from the 2005-2006 Fiscal Year below:

- Revenues: Range: \$25,000-\$467,465 Avg.: \$195,991
- Expenses: Range: \$45,000-\$1,076,584 Avg.: \$355,977

16. Was your facility built in the last 7 years? **3 Yes 9 No**

If yes, what was the cost of construction?

- Range: \$500,000-\$6,750,000 Avg.: \$2,916,667

17. How was your facility funded?

- Private donations/Vision Iowa Grant
- \$.01 school sales tax, school operating budget, city bonds
- TIF, 2 bond issues, private donations
- Private donations
- Lawrence brothers left funds to city for construction of community center, remainder of funds were raised by community center
- Donations built, now funded by memberships, activities and tax support

18. What year was construction completed?

- 1988 ▪1992 ▪1997 ▪Pool in 1977, Recreation Facility in 1994
- 1981 ▪2003 ▪2006 ▪Stage 1 in 1996, Stage 2 in 2002

19. Does your community share operations with another entity? 2 Yes 8 No

If yes, please explain the partnership:

- Agreement with school system
- 28E Agreement with school and community college. School uses gym for basketball and volleyball practice. Community College has work studies and they use their database for league/activity enrollments

20. Does your department operate a sports complex? 25 Yes 7 No

If yes, how many fields do you have?

- | | | | |
|-----------------------------|-------------------|------------------------------|-------------------|
| Soccer: Range: 1-12 | Avg.: 3.47 | Baseball: Range: 1-10 | Avg.: 3.38 |
| Football: Range: 1-5 | Avg.: 1.85 | Softball: Range: 1-5 | Avg.: 2.72 |

21. How many lighted fields do you have?

- Range: 1-8 Avg.: 2.75

22. If you have lighted fields, what company did your field lighting?

- Musco (10) ▪Everly Electric (2) ▪Local Electric Company (2)
- Qual-light (1) ▪Dean's Light Box (1) ▪City (1)
- Mid American (1) ▪Holstein Electric (1)

23. Does your department operate concessions at the sports complex? 19 Yes 12 No

24. Do you have any partnerships/contracts in place for your concessions operations? 11 Yes 18 No

If yes, please explain below:

- Athletic association leases the concession stand (Asbury)
- Local sports boosters run the concession stand and donate a portion of the profits back to the complex (Eagle Grove)
- Little League operates concession stand (Winterset)
- Pool concessions only: local person pays for use of concession room (Story City)
- Kids league runs concession stand and city maintains the building. No revenue (Hiawatha)
- City owns concession stand at ball fields, but allow Y to rent and operate (Washington)
- Athletic Booster Club runs the concession stand (Belle Plaine)
- Contract with Pepsi, percentage of sales are reimbursed back to facility at the end of the season (Manchester)
- Hire a concessions manager each year. Also employ 4 part-time helpers (Osceola)
- Contract with Pepsi (Eldridge)

25. What is the amount your complex spent on maintenance and labor in the most recently completed fiscal year?

- Range: \$2,000-\$149,000 Avg.: \$20,307

26. What percentage of that cost is off-set by revenues?

- Range: 0%-100% Avg.: 45.4%

27. Please describe the relationship your complex has with local sports groups (AAU, ASA, etc):

- City works closely with leagues and clubs (3)
- Soccer club has use in spring and fall and pays a portion of maintenance and field paint.

School uses softball fields for tournaments and pays for chalk and paint. They also hold their soccer games at the complex and pay for field paint.

- Boy's senior league pays for maintenance for their games
- 1 ASA tournament held for first time, charged a minimal fee
- Rent Facility
- Cherokee Softball Association runs their programs on fields that the city provides and maintains. City charges each team a fee for maintenance. The association has a field clean up day and does special improvement projects for the complex
- Little League and soccer club have lease agreements with the City
- HLL runs concessions with volunteers and puts a lot of the revenue back into the park
- No Relationship
- 2 fields are used by High school for baseball/softball
- City owns and maintains fields, clubs provide equipment and uniforms
- City and School share the facility. School allows the city to use their gyms and equipment
- 28E Agreement with local high school and baseball/softball association

28. Do you have a beer/alcohol policy for your sports complex? **22 Yes** **6 No**

If yes, what is it?

- No beer or alcohol allowed (14)
- Sold at adult leagues and adult tournaments if requested
- No alcohol at little league complex, allowed at adult complex
- No kegs or hard liquor
- Only canned beer allowed
- No kegs or bottles allowed, no alcohol at youth events

29. How many tennis courts does your community have?

▪ Range: 2-14 Avg.: 4.27

How many of the courts have lights?

▪ Range: 0-8 Avg.: 3.38

30. Does your community have a water park? **3 Yes** **27 No**

If yes, is the water park indoor, outdoor, or a combination of both?

0 Indoor **2 Outdoor** **1 Combination**

AQUATICS

1. Does your department operate an aquatic center? **26 Yes** **6 No**

In what year(s) was it built?

▪1990(3)	▪2001(3)	▪1997(2)	▪2006(2)	▪1939
▪2007	▪1992	▪1956	▪2000	▪1995
▪2002	▪1988	▪1936	▪1974	▪1989
▪1957, renovated in 1989	▪1940's, rebuilt in 1987	▪1968, renovated in 1997		

2. Is your aquatic center indoor or outdoor (please check one)?

1 Indoor **24 Outdoor** **1 Both**

3. From your most recently completed fiscal year, please list your operating revenues for each aquatic center you operate.

Operational Revenues:	Range: \$19,100-\$263,380	Avg.: \$86,258
Operational Expenses:	Range: \$34,250-\$525,247	Avg.: \$138,509

4. In the space below, please list your opening/closing dates as well as hours of operation:
- **Memorial Day-Labor Day (11)** ▪ **1-8 (10 pools...2 close early Sat and Sun, 1 at 6, 1 at 7**
 - **Memorial Day-Late Aug (2)** ▪ **12-8 (2)**
 - **June 2-Aug 27** ▪ **1-7:30 (2)**
 - **Late May-Late Aug** ▪ **1-7 (2)**
 - **May 28-Aug 18** ▪ **Noon-5:30, 6:30-8:30 (1-4:30 on Sun only)**
 - **June 2-Aug 22** ▪ **Noon-5:30, 6:30-8:30 (10 on Wed)**
 - **May 31-Aug 22** ▪ **12:30-8:30, Closed 5-6**
 - **June 4-Aug 26** ▪ **June 1-Aug 20**
 - **May 27-Aug 13** ▪ **Indoor Year Round**

5. Do run your concessions internally or contract it out (please check one)?
- 19 Internally 16 Contract Out 0 Don't Have Concessions**
- **Contract Out: Clarinda, Charles City, Belle Plaine, Orange City, Grinnell, Story City**

If you run concessions internally, please list below your yearly concessions revenue and expenses from the most recently completed fiscal year:

- **Revenue: Range: \$1,550-\$42,214 Avg.: \$21,269**
- **Expenses: Range: \$700-\$47,435 Avg.: \$28,967**

6. Please list the total gallons of water at your aquatic center:
- **Range: 180,000-525,000 Avg.: 300,774**

7. Please provide a list of amenities in your aquatic:
- **Diving Board (21), Water Slide (17), Zero Depth Entry (12), Wading/Baby Pool (11), Spray Area (6), Basketball Hoop (5), Lap Lanes (5), Water Umbrella/Tree (4), Kiddie Slide (3), Floating Alligator (2), Shading (2), Sand Volleyball (2), Hot Tub (2), Sand Play Area (2), Floatable Walkway (1), Lilly Pads (1), Mini Golf (1), Sauna (1), Grass Beach (1), Wood Deck (1)**

8. Please list your total attendance for each aquatic center you operate for the most recently completed swimming season?
- **Range: 5,000-57,000 Avg.: 25,402**

GOLF COURSE

1. Does your department operate a municipal golf course? **4 Yes 28 No**
2. How many holes? ▪ **9 (2)** ▪ **18 (2)**
3. In the 2005 golf season, how many rounds were played on your course?
- **Range: 8,000-23,255 Avg.: 17,282**
4. Please list below or attach your categories for membership and fees for each category:
- **Family: \$860, Couple: \$785, Adult: \$500, Junior: \$135**
Daily Weekday: \$17/18 holes, Weekend: \$19/18 holes, Jr., Sr. Citizen: \$13/18 holes
 - **Membership Costs: Adult: \$840, Couple: \$1,020, Family: \$1,080**
Summer Rates: \$42.80/18 holes, \$27/9 holes
Fall Rate: \$34/18 holes
 - **Adult: \$280, Family: \$365, Junior: \$100**

▪Season Pass: 1st golfer: \$300, 2nd golfer: add \$80, 3 + golfers: \$480
Student Season Pass: \$125

5. What are the greens fees? ▪Range: \$14.50-\$18.50 ▪Avg.: \$16.75

6. Do you own or lease golf carts? (Please check one) 2 Own 2 Lease

▪Lease Carts: Denison, Waverly

Is GPS provided? 0 Yes 4 No

7. If you charge golfers for carts, what is your charge?

▪For 9 Holes: \$12

▪For 18 Holes: Range: \$13.91-\$22 Avg.: \$18.64

8. Do you allow private carts on your golf course? 4 Yes 0 No

If you allow private carts, do you charge a trail fee? 0 Yes 2 No

What is the fee?

▪\$50/year, \$3/day

▪\$240/year, \$13/day

▪\$3.21/9 holes, \$5.35/18 holes

9. Is your golf course operated as an enterprise system? 2 Yes 2 No

10. What were your revenues/expenses for the most recently completed fiscal year?

Revenues Range: \$68,310-\$382,063 Avg. Revenues \$227,641

Expenses Range: \$100,465-\$448,246 Avg. Expenses \$266,170

11. How many staff do you employ at your golf course?

▪Full Time: Range: 1-2 Avg.: 1.5

▪Part Time/Seasonal: Range: 1-17 Avg.: 8.5

12. Does your department operate its own golf course concessions? 3 Yes 1 No

If you contract out your concessions and pro shop operations, please explain the basics of your contract below:

▪City pays clubhouse operator \$15,500, Operator retains 100% of all items sold or leased (Charles City)

13. Do you have a PGA Professional on staff? 0 Yes 4 No

14. Opening/Closing Date:

▪Apr 1/Oct 15

▪Apr 1/Nov 10

▪Apr 1/Nov 1

▪Apr 1/Nov 15

WELLNESS

1. Please list all wellness programs, fees and age offerings your department offers:

▪Aerobics, water aerobics, cardio pump, water resistance, body fit, palates, kick boxing, yoga

▪Yoga: \$35/6 weeks/age 18+, Water Aerobics: \$25/4 weeks/age 18+, Winter Walking/Free/18+

▪Circuit Training: \$20 (non-members \$40)/8 classes/age 14+

▪Youth Soccer		
▪Cost:	Range: \$15-\$65	Avg.: \$24.93
▪Season Length:	Range: 4-12 weeks	Avg.: 7.13 weeks
▪Youth Baseball		
▪Cost:	Range: \$15-\$45	Avg.: \$24.40
▪Season Length:	Range: 4-12 weeks	Avg.: 8 weeks
▪Youth Flag Football		
▪Cost:	Range: Free-\$38	Avg.: \$20.65
▪Season Length:	Range: 4-8 weeks	Avg.: 5.95 weeks
▪Youth Tennis Lessons		
▪Cost:	Range: \$5-\$35	Avg.: \$20.80
▪Season Length:	Range: 1-8 weeks	Avg.: 3.87 weeks
▪Youth Golf Lessons		
▪Cost:	Range: \$15-\$60	Avg.: \$26.57
▪Season Length:	Range: 1-4 weeks	Avg.: 1.71 weeks
▪Adult SB (per team)		
▪Cost:	Range: \$69-\$330	Avg.: \$163
▪Season Length:	Range: 6-24 weeks	Avg.: 10.84 weeks
▪Adult VB (per team)		
▪Cost:	Range: \$20-\$120	Avg.: \$76.95
▪Season Length:	Range: 4-20 weeks	Avg.: 11.63 weeks

2. Please list your top five non-traditional sports programs/fees/numbers:

- Free: Touch a Truck, Jr. Fire Academy, Halloween Party, Breakfast with Santa, Pumpkin Painting
- Adult Dodgeball: 8 Teams/\$50/Team
- Hershey Track Meet/free
- Adult Dodgeball: 48 people/\$30/team, Adult Kickball: 30 people/\$40, T-ball: 50 kids/\$15
- 4V4 Volleyball: 8 Teams /\$55/team, Fall Softball: 8 Teams/ \$85/team
- Rosy Cheeks Run: 86 runners/\$18, Running Club: 18 participants/\$30, Tae Kwon Do: 6-15 Participants/\$60/2 months, Youth Volleyball
- Martial Arts: 10 participants/\$75/8 weeks, Tackle Football: 15 participants/\$75/5 weeks, Youth Volleyball: 16 participants/\$40/6 weeks
- Jr. Pom Pom: 90 kids/ \$15, Floor Hockey: 70 kids/\$20, Dodgeball: 60 adults/\$40/team
- Dodgeball: 16 teams/\$50/team
- Tae Kwon Do: 23 kids/\$25/8 sessions, Cheerleading: 39 kids/\$10/3 sessions, Track and Field Clinic: 44 kids/\$10/4 sessions, Tumbling: 22 kids/\$33/6 sessions
- Playground in the Park: 100 kids/\$15, Holiday Treats & Creations: 20 kids/\$15, Sleepy Hollow Fun Park: 31 kids/\$20
- Adult Women's Basketball: 2 Teams/ \$60, Adult Men's Basketball: 6 Teams/ \$80
- Youth Gymnastics: 210 participants/\$30
- Youth Volleyball: 42 kids/\$25, Wrestling: 53 kids/\$20, Tumbling Tykes: 112 kids/\$20, Karate/Little Ninja: 156 kids/\$37/6 weeks, Walk-N-Rock: 42 participants/\$10
- After School Program: \$20/student/month, Friday Afternoon Cards: \$1 (non-members \$2) 8-12 people each week

- Hershey Track & Field, Racquetball lessons and leagues, Roller Hockey, Whiffleball
- Fun in the Sun: \$40/6 weeks, 3 on 3 Basketball: \$15/6 weeks
- Hiawatha 3 day bike ride: 40 bikers/\$30

3. Are any of your youth sports programs run by other sports associations? (i.e. soccer clubs, little league, etc.) **18 Yes** **12 No**

If yes, please list which organization your department works with:

- Little League (6)
- Soccer Association (5)
- Soccer Club (5)
- Community Y (3)
- School District
- ATA Black Belt Academy for Tae Kwon Do
- Youth Athletic League
- Youth Football Association
- Asbury Athletic Association
- Hiawatha Kids League
- ASA

4. Does your department offer on-line registration for programs? **2 Yes** **28 No**

If yes, list the company or brand of software used for on-line registrations and the cost:

- Action Net (North Liberty)
- Rec Ware (Waverly)

5. Is there a convenience charged to on-line customers? **1 Yes** **1 No**
\$2 Fee charged to on-line customers (North Liberty)

6. Do you provide training for your coaches/officials? **11 Yes** **15 No**

If yes, what type of training program do you use? (i.e. NYSCA)

- In house training (6)
- NYSCA (2)
- Basic training for officials (1)
- Departmental training only (1)
- Manuals and camps (1)
- Coaches handouts from start smart (1)

7. For your typical program, what type of program deliverables does your department provide? (i.e. t-shirts, awards, etc.)

- T-shirts, certificates, ribbons, medals, trophies, basketballs, frisbees, water bottles, cash prizes, equipment,

8. Does your department perform program evaluations? **17 Yes** **11 No**

9. Please list or attach your special event offerings:

- Halloween fun Night, Breakfast with Santa, Sr. Thanksgiving Luncheon
- Christmas Tree Walk, Halloween Spook Parade and Carnival, Pumpkin-fest weigh off
- Golf Tournament, Halloween Party, Breakfast with Santa
- Make-N-Take Crafts, Cards for Leisure
- Rodeo, Middle School Dances, Firemen's Breakfast
- Off-Shore Master Winter Golf Tournament, Fishing Derby/Clinic
- Rosy Cheeks 5K Run/Walk

- Easter Egg Hunt, Hog wild days, Concerts in Parks
- Kites Over Grinnell, Happy Days Festival, Music in the Park
- Spot Shot, Tennis Tournaments, Placekick, Punt and Throw Competition
- Craft Shows
- Breakfast with Santa, Dog Swim, Haunted Happenings
- Dog Swim, Trail Train Rides, Curbs Trip
- Father-Daughter Sweetheart Dance, Playground in the Park
- Turkey Shoot, Santa Calls, Halloween Parade, Build Your Own Snowman Contest
- Touch a Truck, Halloween Party, Breakfast with Santa
- Dances, Craft Shows, Get Aways For Parents
- Hershey's Track and Field Meet, Kids' Festival, Off-Road Leapfrog Duathlon
- IPRA Placekick, Punt and throw competition, IPRA Spot Shot, Turkey Two Ball

10. Please list your three most innovative programs:

- Friday Afternoon Cards, Turkey Two Ball, After School Program
- Junior Golf League, Creative Drama Camp, Disc Golf League
- Science Camp, Fizz, Bubble Goo, Gizmos and Gadgets-county extension programs
- Cartooning Class, Monthly Scuba/Snorkeling
- Smart Start Golf, Biastball, Before/After School Program
- Recreational Cooking Class, Digital Photography, Basic Computer Skills for Services
- Teen Open Mic Night, Hiawatha Bike Ride, growing own flowers/plants
- Cards For Leisure
- Jack O Lantern Jump
- Walk-N-Rock, Tr. Theatre, Little Ninja

MARKETING & PROMOTIONS

1. Does your department have a web site? **21 Yes** **12 No**

If yes, what is your web site URL address?

- www.adeliowa.com
- www.cityofasbury.com
- <http://ci.pleasant-hill.ia.us/parks.html>
- www.denisonia.com
- www.grinnelliowa.com
- www.maquoketaia.com
- www.winterset.govoffice.com
- www.ci.humboldt.ia.us
- www.clarindaliedcenter.com
- www.idagroverec.com
- www.belleplaineiowa.us
- www.cityofclearlake.com
- www.waverlyia.com
- www.northlibertyiowa.org
- www.manchesteria.org
- www.hiawatha-iowa.com
- www.holsteiniowa.org
- www.vprdzone.com
- www.ci.nevada.ia.us

2. Does your department manage your own web site or is it managed by an outside group?

15 Internally

6 Outside Group



Park & Recreation Department Survey (as of December 1, 2006)

Medium Population Size (10,000-24,999)

GENERAL COMMUNITY INFORMATION

1. Town: Community population/ Approximate population of entire service area/Form of Government
 - Waukee: 10,000/15,000/Mayor-Council
 - Fairfield: 10,000/15,000/City Manager
 - Clive: 14,025/100,000/Elected Mayor & Council with City Manager
 - Pella: 10,000/15,000/Mayor & Council
 - Oskaloosa: 11,000/28,000/Mayor-Council, City Manager
 - Newton: 16,000/20,000/Mayor-Council
 - Muscatine: 23,000/30,000/Mayor-Council
 - Johnston: 13,600/50,000/ Mayor with 5 Member City Council & City Administrator
 - Indianola: 14,000/16,000/City Manager
 - Spencer: 11,236/Don't Know/City Manager

ADMINISTRATION

1. Please check ALL that apply under your department's responsibility:

- | | |
|------------------------------------|--|
| 10 - Parks | 5 - Sports Complex |
| 5 - Skate Parks | 1 - Ice Arena |
| 7 - Recreational Programming | 9 - Trails/Greenways |
| 3 - Golf Course | 6 - Forestry |
| 8 - Pools/Aquatics | 5 - Medians/Boulevards |
| 4 - Senior Center/Community Center | 9 - Snow Removal for Public Facilities |
| 3 - Cemetery | 0 - Mosquito Spraying |

2. Please explain any additional responsibilities your department has:

- Fairfield: manages 2 state preserves for DNR
- Clive does building maintenance for all public buildings including custodial responsibilities-employee wellness programs
- Newton: horticulture, forestry and landscaping consulting for all city departments, pruning trees on city streetscape project, Arboretum maintenance
- Muscatine: Dredge Operation, boat harbor, marina gas dock, city employee wellness program
- Johnston: maintenance and rental of historic barn for receptions, reunions and meetings,

mowing all city owned property

▪**Indianola: mowing rural roadsides and city parking lots, library, city hall, snow removal of city buildings**

▪**Spencer: downtown landscaping, mow city property**

3. How many Full-Time staff does your department employ?

▪**Range: 1-17**

▪**Avg.: 7.5**

4. How many PT/Seasonal staff does your department employ?

▪**Range: 4-100**

▪**Avg.: 48**

5. What is your General Fund Operating Budget for Current Fiscal Year (FY '06)?

▪**Range: \$204,000-\$1,900,000**

▪**Avg.: \$969,608**

6. What were your Total "actual" General Fund Revenues for FY '05?

▪**Range: \$0-\$1,000,000**

▪**Avg.: \$363,078**

7. Does your department or city have a Revenue Policy as it relates to Parks & Recreation? (I.e. a mandated revenue expectation - recreation programs must be self-sufficient, or the department must generate "x" percent of operating budget back in revenues)

3 - Yes

7 - No

If yes, please state below:

▪**Between all programs must break even (Waukee)**

▪**100% of divided expenses of youth and family programs, special events. 112% of direct expenses for adult programs (Indianola)**

▪**Municipal golf course is operated as an enterprise fund (Newton)**

8. What is your Capital Improvement Program Budget for the following fiscal years?

2007: Range: \$25,000-\$968,000

Avg.: \$361,143

2008: Range: \$30,000-\$4,150,000

Avg.: \$1,263,743

2009: Range: \$50,000-\$4,550,000

Avg.: \$1,140,571

2010: Range: \$42,000-\$4,400,000

Avg.: \$955,143

2011: Range: \$20,000-\$1,285,000

Avg.: \$361,500

9. How many Park and/or Recreation Board Members does your department have?

▪**Range: 0-14**

▪**Avg.: 6.3**

10. How are Park and/or Recreation Board Members appointed?

▪**Appointed by mayor, approved by council (4 Cities)**

▪**Appointed by mayor (2)**

▪**Interviewed & then current board make recommendation to mayor**

11. Please describe the role/responsibility of your department's Park Board (i.e. policy, advisory, etc.)

▪**Advisory (5)**

▪ **Policymaking, hire/fire**

▪ **Policymaking body, long range planning, financial needs projections, budgeting decisions, facilities planning**

▪ **Advises on park issues, development, budget, Capital Improvement plan, and usage policies**

▪ **Provide for planning and policy development**

PARKS

1. How many developed parks does your community have?

▪Range: 5-16

▪Avg.: 11.7

2. How many parks are either underdeveloped or undeveloped?

▪Range: 0-5

▪Avg.: 2.5

3. What is your total park acreage of developed parks?

▪Range: 75-380

▪Avg.: 231.35

4. What is your total park acreage of underdeveloped or undeveloped parks?

▪Range: 0-375

▪Avg.: 80.81

5. Does your community have a Park Dedication Ordinance or Policy? 2 - Yes 8 - No

If yes, please explain the policy:

▪City requires dedication of land based on the number of residences in a development at a rate of 5 acres/ 1000 people. Developer may request contributing an equal value of trail development or cash (Johnston)

▪Based on population (Clive)

6. Parks quantity information (please provide the following data):

▪Number of outdoor shelters:

Range: 4-20

Avg.: 8.8

▪Number of playgrounds:

Range: 3-17

Avg.: 8.8

▪Number of miles of hard surfaced trail:

Range: 2-75

Avg.: 12.76

▪Number of miles of natural surfaced trail:

Range: 1-17

Avg.: 5

What are your rental fees for shelters?

▪\$30 enclosed, \$10 open

▪\$25/ 5hr time slot

▪\$15 for 4 hrs

▪\$25-55 for day

▪\$30 for day

▪\$30/day, \$20/half day

▪\$15-40/day

▪\$15-30/ 2hr slot

▪\$25/day picnic shelter, \$45/hr for historic barn

Can your shelters be rented on-line?

0 - Yes

9 - No

7. Please explain how you incorporate neighborhoods/community in park development and/or redevelopment:

▪Neighborhood meetings (4)

▪Use of boards and/or commissions unrelated or related to municipal organizations

▪Public invited to participate in Park Board Meetings (2)

▪Neighbors included in master planning

▪Neighborhood surveys

8. Does your department perform mowing services in-house or is it contracted?

9 - In-House

0 - Contracted

1 - Both

If both, what is the percentage breakdown?

▪80% - contracted

20% - in-house (Indianola)

9. Are you familiar with the State of Iowa Resource Enhancement and Protection (REAP) program?

10 - Yes

0 - No

If yes, when was the last year you applied for a REAP grant/received a REAP grant?

- Aug 1995/Oct 1991 ▪Aug 2006/2003 ▪Aug 2003/Never
- Aug 2004/Aug 1999 ▪Never Applied ▪Aug 2006/Oct 2003

10. Please list the primary type of playground surface used in your parks?

- Wood Chips (3) ▪Engineered Wood Fiber (3) ▪Wood/Mulch (2)
- Safety Fiber ▪Rubberized Safety Surface ▪Sand
- Recycled Rubber Tire Mulch

11. Do you currently have a park master plan in place? **7 - Yes** **3 - No**

- Yes: Waukee, Clive, Spencer, Indianola, Newton, Muscatine, Pella

12. Do you accept reservations for park rentals? **8 - Yes** **2 - No**

13. Please list innovative park programs (i.e. adopt a park):

- Adopt a Park, Community volunteer Project, Jr. Park Rangers
- Memorial Tree & Park Bench Program
- Green and Clean, Teddi The Toolbus (retrofitted bus that hauls tools, people to various worksites)
- Adopt a flower, Tree Planting Program
- Tips for Trails

TRAILS

1. How many total miles of trails do you have in your community?

- Range: 2-14 ▪Avg.: 10.27

2. What is your primary trail surface (i.e. gravel, concrete, etc.)?

- Asphalt (5) ▪Concrete (4) ▪Ag-lime (1)

3. Does your community have an ordinance or policy for trail construction? **1 - Yes** **9 - No**

If yes, please explain the policy:

- Construction must follow IA SUDAS (Johnston)

4. Do you have bicycle trail master plan in place? **8 - Yes** **2 - No**

- Yes: Spencer, Clive, Waukee, Fairfield, Indianola, Newton, Muscatine, Pella

5. Does your community have a policy on snow removal for trails? **6 - Yes** **4 - No**

If yes, please explain the policy:

- Removed after city buildings, parks, and parking lots
- 6' and larger removed by city, under 6' must be removed by owner
- Trails cleared after roadways and parking lots
- Removed from designated sections only
- Removal within 12 hrs after snow stops falling
- Only some trail sections cleared

FACILITIES

1. Does your department operate a city-owned recreation center? **1 - Yes 9 - No**

If yes, please state the square footage of your center: **56,500 sq. ft. community center**

2. Please describe the amenities located in your recreation center.

▪**Weight room, cardio room, preschool, billiards room, game room, golf net, 3 racquetball courts, pool, sauna, hot tub, baby pool**

3. On the average, how many custodial hours are worked per week?

▪**41**

4. Do you use city employees, cleaning company, or volunteers for your recreation center cleaning?

▪**All 3**

5. What are your recreation center hours of operation?

▪**Vary 6AM-9PM**

6. Please list or attach your membership categories and fees below

▪**Varies**

7. Do you have definitions describing your membership categories? **1 - Yes 0 - No**

8. Do you rent out the facility or parts of your facility to the public for events or usage? **1 - Yes 0 - No**

If yes, please list and explain your facilities rental rates:

▪**Gameroom: \$20/hr, Aerobic Room: \$40/hr**

9. Do you have non-member rates for daily passes? **0 - Yes 1 - No**

10. Do you have non-resident rates for daily passes? **0 - Yes 1 - No**

11. Do you have a separate daily fee for students and adults? **0 - Yes 1 - No**

13. In 2005, what was the daily average usage of the facility? **104**

14. Is your facility run as an enterprise? **0 - Yes 1 - No**

15. Please list your facility's financial operation numbers from the 2005-2006 Fiscal Year below:

Revenues : \$120,000

Expenses: \$230,000

16. Was your facility built in the last 7 years? **0 - Yes 1 - No**

17. How was your facility funded? **Purchased from school, added on to later**

18. Does your community share operations with another entity? **0 - Yes 1 - No**

20. Does your department operate a sports complex? **8 - Yes 2 - No**

If yes, how many fields do you have?

Soccer: **Range: 3-8 Avg.: 5.4**

Baseball: **Range: 5-8 Avg.: 6.67**

Football: **Zero**

Softball: **Range: 3-11 Avg.: 6.4**

21. How many lighted fields do you have?
▪Range: 1-21 **▪Avg.: 5**
22. If you have lighted fields, what company did your field lighting?
▪Musco (5)
▪Menninga Electric
▪Baker Electric
▪Local Electric Company
23. Does your department operate concessions at the sports complex? **4 - Yes** **4 - No**
24. Do you have any partnerships/contracts in place for your concessions operations? **3 - Yes** **5 - No**
If yes, please explain below:
▪Youth league operates concession stand (Spencer)
▪Hy-Vee and Golf Pro operate concessions (Muscatine)
▪Partnership with leagues, clubs (Newton)
25. What is the amount your complex spent on maintenance and labor in the most recently completed fiscal year?
▪Range: \$23,362-\$291,000 **▪Avg.: \$92,048**
26. What percentage of that cost is off-set by revenues?
▪0% (3)
▪23%
▪100%
27. Please describe the relationship your complex has with local sports groups (AAU, ASA, etc):
▪Clubs/Leagues use fields (4)
▪Work closely with all leagues (2)
▪Treated as special interest outside organization
28. Do you have a beer/alcohol policy for your sports complex? **6 - Yes** **2 - No**
If yes, what is it?
▪Not for sale, however, can be brought in (2)
▪Treated as special interest outside organization
▪No beer or alcohol allowed
▪No carry in, however can be purchased at concessions except at church and youth games
▪Not allowed, is ignored unless there are troubles
30. How many tennis courts does your community have?
▪Range: 2-16 **▪Avg.: 7.89**
- How many of the courts have lights?
▪Range: 0-8 **▪Avg.: 3**
30. Does your community have a water park? **3 - Yes** **6 - No**
If yes, is the water park indoor, outdoor, or a combination of both?
0 - Indoor **3 - Outdoor** **0 - Combination**

AQUATICS

1. Does your department operate an aquatic center? **6 - Yes** **2 - No**

If more than one, please state how many/ what year(s) were they built?

- **Towns with 2 Pools: (Indoor built in 1977, Outdoor built in 2004) and (Indoor built in 1992, Outdoor built in 1968)**
- **Towns with 1 Pool: 3 Built in 1997, 1 in 2003, 1 in 2004, 1 in 2005**

2. Is your aquatic center indoor or outdoor (please check one)?
0 - Indoor **6 - Outdoor** **2 - Both**

3. From your most recently completed fiscal year, please list your operating revenues for each aquatic center you operate.

Operational Revenues: **Range: \$24,000-\$450,000** **Avg.: \$131,047**

Operational Expenses: **Range: \$73,000-\$224,171** **Avg.: \$137,564**

4. In the space below, please list your opening/closing dates as well as hours of operation:

- **Memorial Day-Labor Day (5)** ▪ **Avg. Times: 12:30-7**
- **May 27-Aug 22**
- **June 1-Aug 23**
- **Indoor Year Round**
- **May 31-Aug 22**

5. Do run your concessions internally or contract it out (please check one)?

- 6 - Internally** **2 - Contract Out** **0 - Don't Have Concessions**
▪ **Contract Out: Spencer, Muscatine**

If you run concessions internally, please list below your yearly concessions revenue and expenses from the most recently completed fiscal year:

▪ Revenue: **Range: \$4,500-\$72,500** **Avg.: \$35,249**
▪ Expenses: **Range: \$2,800-\$46,000** **Avg.: \$27,852**

6. Please list the total gallons of water at your aquatic center:

- **Range: 240,000-500,000** ▪ **Avg.: 322,000**

7. Please provide a list of amenities in your aquatic:

- **Water slide (4), lap lanes (3), kiddie slide (3), diving well (2), lily pad walk, shallow water play features, hot tub, fume slide, basketball hoop, lazy river, sand play area, geyser, zero depth entry**

8. Please list your total attendance for each aquatic center you operate for the most recently completed swimming season?

- **Range: 45,000-87,000** ▪ **Avg.: 72,454**

GOLF COURSE

1. Does your department operate a municipal golf course? **4 Yes** **8 No**

If you contract out your concessions and pro shop operations, please explain the basics of your contract below:

- City receives 17% of gross sales net, 7% sales tax (Muscatine)
- Golf Pro operates concessions, Parks Dept. receives 20% of revenue, Parks Dept. pays utilities, Golf Pro pays everything else (Newton)

13. Do you have a PGA Professional on staff? 3 - Yes 2 - No
▪Yes: Muscatine, Newton, Waukee

14. Please list the following:
▪Avg. Opening Date: March 22 ▪Avg. Closing Date: Nov. 8

WELLNESS

2. Does your department implement the city's employee wellness program? 4 - Yes 5 - No

3. Are your instructors/trainers employed by the city or are they contracted? (Please circle one)
2 - Employed by City 2 - Contracted

4. What type of certifications do your instructors/trainers have?
▪In house training ▪1st Aid, American Red Cross, CPR

5. What do you pay per hour to your wellness instructors on average?
▪\$10-15/hr
▪\$12/hr
▪\$7-14/hr

6. Where is your wellness programs held?
▪Rec Center
▪Schools: multipurpose rooms and gyms
▪Community Room/Special Events Building

PROGRAMMING

1. Please list fee information for the following programs.

▪Youth Basketball		
▪Cost:	Range: \$25-\$41	Avg. \$31.50
▪Season Length:	Range: 5-8 weeks	Avg.: 6.33 weeks
▪Youth Softball		
▪Cost:	Range: \$30-\$60	Avg.: \$38.33
▪Season Length:	Range: 5-12 weeks	Avg.: 8.5 weeks
▪Youth Soccer		
▪Cost:	Range: \$25-\$55	Avg.: \$36.75
▪Season Length:	Range: 4-8 weeks	Avg.: 6.33 weeks
▪Youth Baseball		
▪Cost:	Range: \$30-\$40	Avg.: \$35
▪Season Length:	Range: 5-12 weeks	Avg.: 8.5 weeks

- **Youth Flag Football**
 - **Cost:** Range: \$18-\$30 Avg.: \$22.67
 - **Season Length:** Range: 4-8 weeks Avg.: 5.67 weeks
- **Youth Tennis Lessons**
 - **Cost:** Range: \$18-\$40 Avg.: \$26.20
 - **Season Length:** Range: 2-4 weeks or 10 classes Avg.: 3 weeks or 10 classes
- **Youth Golf Lessons**
 - **Cost:** Avg.: \$35
 - **Season Length:** Avg.: 5 hrs
- **Adult SB (per team)**
 - **Cost:** Range: \$65-\$300 Avg.: \$218.33
 - **Season Length:** Range: 10-11 weeks or 14 games Avg.: 10.5 weeks or 14 games
- **Adult VB (per team)**
 - **Cost:** Range: \$87-\$120 Avg.: \$94.25
 - **Season Length:** Range: 11-16 weeks or 14 games Avg.: 13.5 weeks or 14 games

2. Please list your top five non-traditional sports programs/fees/numbers:

- **Art in the Park/Sports camps/Kids in the kitchen: \$25-35/week (10-15 hrs)**
- **Gymnastics: \$15-\$22/500 participants/year, Perfect touch soccer camp: \$50/54 participants**
- **1. Spot Shot/ Free/1 Day/ 31 participants 2. Little Tyke Soccer \$15-\$18/ 4 weeks/63 participants 3. Little Tyke Flag Football and Basketball/\$15-\$18/4weeks/91/65 participants 5. Hershey's track meet/free/89 participants**
- **Art in the park/\$24/40 kids, Kids in the Kitchen/\$22/24 kids**
- **Cheerleading camp/\$25/125 participants, weight lifting camp/\$40/15 participants, Gymnastics/\$25/90 participants**
- **Archery, Paintball, Air Rifle, Sling-shot camp: \$33/16 Kids, Disc Golf Fall \$13/13 people, Disc Golf Summer/\$25/15 people, Skateboard Demo and Clinic: \$12/10 kids, Skatepark Jamboree: Free/30-50kids, Kiddie Sport Camp: \$11/40 3-4 yr olds with parents**

3. Are any of your youth sports programs run by other sports associations? (i.e. soccer clubs, little league, etc.) 7 - Yes 2 - No

If yes, please list which organization your department works with:

- **Little League Association, Girls Softball Association, Soccer Club, Community Y**
- **Soccer Club, Walnut Creek Little League**
- **Soccer Association, Girls Softball, Little League Baseball, Babe Ruth Baseball, School District Baseball program, School District Tennis Team, Cross Country, Golf, Disc Golf Association, Aquagirls Swim Team**
- **Youth Baseball and Softball Association, Northwest Iowa Youth Soccer Alliance**
- **Little League, Girls Softball Association, Soccer Club**
- **Traveling Soccer, Boys and Girls Little League, Babe Ruth Baseball**
- **Partner with Indianola Soccer Tribe and Swim Club, Indianola Baseball, Youth Football League, Mat Tribe, and Volleyball Club**

4. Does your department offer on-line registration for programs? 2 - Yes 7 - No

If yes, list the company or brand of software used for on-line registrations and the cost:

- **Peak Software (SportsMan's) (Waukee)**
- **Class- approx 6.5% per transaction built into the fee (Indianola)**

5. Is there a convenience charged to on-line customers? **0 - Yes** **6 - No**
6. Do you provide training for your coaches/officials? **4 - Yes** **3 - No**
 If yes, what type of training program do you use? (i.e. NYSCA)
 ▪ **ASEP, Character Counts, Pursuing Victory with Honor**
 ▪ **NYSCA**
 ▪ **Iowa Youth Soccer Association for Coaches**
 ▪ **In house training with City Risk Manager**
7. For your typical program, what type of program deliverables does your department provide? (i.e. t-shirts, awards, etc.)
 ▪ **T-shirts, certificates, ribbons, medals, trophies, basketballs**
8. Does your department perform program evaluations? **4 - Yes** **2 - No**
9. Please list or attach your special event offerings and circle your three most popular:
 ▪ **Children’s and doggie costume party and parade, Daddy-Daughter Date Night, Family Flashlight Easter Egg Hunt**
 ▪ **Santa Claus Call, Mother’s Day Essay, Spookfest**
 ▪ **Turkey Trot, Cemetery Walk, Family Bike Ride, Infant/Toddler Swim, Horticulture Programs**
 ▪ **Winterfest, Easter Egg Hunt, 4th of July Celebration**
10. Please list your three most innovative programs:
 ▪ **Senior Citizens Prom, Brain Aerobics for seniors, Parent/Child Kiddie Sports Camp**
 ▪ **3 on 3 Basketball, Rec IM**
 ▪ **Skate Park Games (Competition), Tree Care Workshop, Cemetery Walk**
 ▪ **You’re Your Freezer (adult cooking), Dodge Ball Tourney, Clive Rangers (Nature Youth Camp)**

MARKETING & PROMOTIONS

1. Does your department have a web site? **8 - Yes** **2 - No**

If yes, what is your web site URL address?

- **www.Indianolaparks.com**
- **www.cityofpella.com**
- **http://ci.muscatine.ia.us**
- **www.cityofclive.com**
- **www.cityofjohnston.com**
- **www.waukee.org**
- **www.cityoffairfieldiowa.com**
- **www.newtongov.org (click on Parks and Recreation)**

2. Does your department manage your own web site or is it managed by an outside group?
 (please check one)

7 - Internally **1 - Outside Group**

3. How many program guides do you send out each distribution cycle?

- **Range: 1,400-25,000**
- **Avg.: 11,067**



Park & Recreation Department Survey (as of December 1, 2006)

Large Population Size (25,000+)

GENERAL COMMUNITY INFORMATION

1. Town: Community population / Approximate population of entire service area/Form of Government
- Cedar Falls: 37,000/Don't Know/Mayor, City Council Form
 - Bettendorf: 34,000/50,000/Mayor-Council
 - West Des Moines: 52,000/350,000/ Mayor-Council, City Manager
 - Dubuque: 57,000/85,000/City Manager
 - Urbandale: 35,904/350,000/Mayor-Council, City Manager
 - Waterloo: 67,000/126,000/Mayor-Council
 - Marshalltown: 26,000/32,000/City Manager
 - Burlington: 26,500/60,000/City Manager
 - Clinton: 28,000/50,000/Mayor-Council, City Administrator
 - Council Bluffs: 56,000/60,000/Mayor-Council
 - Davenport: 98,000/450,000/Mayor-Council
 - Fort Dodge: 26,000/40,000/City Manager
 - Ankeny: 38,000/42,000/City Manager
 - Des Moines: 200,000/500,000/ Mayor, City Manager
 - Cedar Rapids: 120,758/191,701/City Manager
 - Sioux City: 85,000/120,000/City Manager

ADMINISTRATION

1. Please check ALL that apply under your department's responsibility:

- | | |
|------------------------------------|---|
| 15 - Parks | 16 - Sports Complex |
| 15 - Skate Parks | 2 - Ice Arena |
| 16 - Recreational Programming | 15 - Trails/Greenways |
| 9 - Golf Course | 10 - Forestry |
| 16 - Pools/Aquatics | 14 - Medians/Boulevards |
| 8 - Senior Center/Community Center | 15 - Snow Removal for Public Facilities |
| 8 - Cemetery | 3 - Mosquito Spraying |

6. Parks quantity information (please provide the following data):
- Number of outdoor shelters: **Range: 5-60** **Avg.: 22.5**
 - Number of playgrounds: **Range: 10-75** **Avg.: 27.69**
 - Number of miles of hard surfaced trail: **Range: 2-40** **Avg.: 18.43**
 - Number of miles of natural surfaced trail: **Range: 0-10** **Avg.: 4**

What are your rental fees for shelters?

- \$25/day
- \$10, \$25 with restroom
- Do not rent
- \$15/half day, \$30/day
- \$25/half day, \$50/day
- \$30
- \$25/4 hrs M-F, \$30/4hrs Sat, Sun
- \$50 8AM-4PM, \$75 5:30-10:30PM, \$115/day plus \$100 deposit
- \$65 with heat/AC, \$55 w/o heat/AC, \$25-\$45 for various size shelters
- \$30/5 hrs open air, \$40/5 hrs enclosed
- \$25/day
- \$30-\$60/4-5 hrs
- \$40-\$105
- \$0.65/person
- \$30 plus \$30 deposit

Can your shelters be rented on-line? **14 - Yes** **2 - No**
Cities that rent on-line: Bettendorf, Ankeny

7. Please explain how you incorporate neighborhoods/community in park development and/or redevelopment:

- Neighborhood/Public meetings (7)
- Public meetings with city council (1)
- Ask for input from neighborhood (1)
- Work with neighborhood services coordinator to involve neighborhood in planning (1)
- People in neighborhoods go to the neighborhood liaison with ideas. She brings the ideas to the Parks Dept. Money=Development, No Money=No Development (Cedar Rapids)
- Capital Improvement Plan, Master Park Plan (1)
- Through actions by the City Council that are project related (1)

8. Does your department perform mowing services in-house or is it contracted?

- 9 - In-House** **1 - Contracted** **6 - Both**
 ▪ **Cities that contract: Urbandale**

If both, what is the percentage breakdown?

- 80% contracted, 20% In-house (Waterloo)
- 30% contracted, 70% In-house (Bettendorf, Council Bluffs)
- 10% contracted, 90% In-house (Des Moines)
- Mostly contracted (Marshalltown)
- Parks contracted, sports complex fields are done internally with common areas contracted (Ankeny)

9. Are you familiar with the State of Iowa Resource Enhancement and Protection (REAP) program?

- 16 - Yes** **0 - No**

If yes, when was the last year you applied for a REAP grant/received a REAP grant?

- 2003/Dec 2003
- Aug 2004/2006
- Don't Know
- Jul 2005/Nov 2005
- Aug 2004/Mar 2005
- Never Applied
- Aug 2006/2005
- Sept 2006/Oct 2006
- Jul 2005/Sept 2004
- Aug 2006/Oct 2006
- Aug 2006/Sept 2004 (2 Cities)
- Aug 2006/2004
- Aug 2004/Oct 2004
- Every Year/2005

10. Please list the primary type of playground surface used in your parks?

- Mulch (3)
- Engineered Wood Fiber (1)
- Wood Chips (2)
- Pea Nock (1)
- Rubber Safety Surface (1)

11. Do you currently have a park master plan in place?

12 - Yes 4 - No

- Yes: Des Moines, West Des Moines, Bettendorf, Ankeny, Urbandale, Cedar Rapids, Cedar Falls, Sioux City, Burlington, Davenport, Council Bluffs, Clinton

12. Do you accept reservations for park rentals?

15 - Yes 1 - No

13. Please list innovative park programs (i.e. adopt a park):

- “Parks for Kids” pesticide reduction program, TEAS trails emergency access program
- Trees Forever
- Adopt A Park (3)
- Paw Park, Skate Park
- Community service day
- Adopt A Flower, Conservation design, Youth In Parks
- Park Ambassadors, Adopt A Trail, Park & Rec. Foundation, Trees Are Us, Counselor In Training Program
- Commemorative Tree Programs, Adopt A Tree
- Parkland Adoption
- Happy Trails, PILA
- Partners In Park

TRAILS

1. How many total miles of trails do you have in your community?

- Range: 1.5-45
- Avg.: 20.39

2. What is your primary trail surface (i.e. gravel, concrete, etc.)?

- Asphalt (14)
- Concrete (9)
- Gravel (1)
- Limestone (1)

3. Does your community have an ordinance or policy for trail construction?

5 - Yes 11 - No

If yes, please explain the policy:

- Master Trails Plan (Council Bluffs)
- Construct a minimum of 8' trails to provide safe school routes and to connect neighborhoods, greenbelt areas and neighboring communities. Regional trail development is a goal as well (Urbandale)
- Shared with developer when possible-city pays for 4' of trails and developer pays for 4' of trail (Ankeny)
- Unwritten policy: developers are responsible for 40% of cost of trails located along streets adjacent to their development (West Des Moines)
- Engineering design policies for construction (Des Moines)

18. What year was construction completed?
▪1970 ▪1956 ▪1979 ▪1993 and 2005
19. Does your community share operations with another entity? **1 - Yes 6 - No**
If yes, please explain the partnership:
▪28 e agreement with Polk county and share space with other Des Moines community services (Des Moines)
20. Does your department operate a sports complex? **14 - Yes 2 - No**
If yes, how many fields do you have?
- | | | | | | |
|-----------|--------------------|-------------------|-----------|--------------------|-------------------|
| Soccer: | Range: 2-14 | Avg.: 9.11 | Baseball: | Range: 1-15 | Avg.: 6.2 |
| Football: | Range: 0-9 | Avg.: 3 | Softball: | Range: 3-11 | Avg.: 6.36 |
21. How many lighted fields do you have?
▪Range: 0-18 ▪Avg.: 5.92
22. If you have lighted fields, what company did your field lighting?
▪Musco (9) ▪Unlimited Lighting (1) ▪Quality Lighting (1)
23. Does your department operate concessions at the sports complex? **8 - Yes 8 - No**
24. Do you have any partnerships/contracts in place for your concessions operations? **9 – Yes 7 - No**
If yes, please explain below:
▪Sports Association operates facility and concessions (Sioux City)
▪Contract out the concession stand at the softball complex (Marshalltown)
▪Concessionaire pays weekly rental and we receive a percentage of sales (Davenport)
▪Contract concessions and we receive a percentage of gross profits (Council Bluffs)
▪Contract concessions at Aquatic Facility (Bettendorf)
▪All 4 concession stands are run by Ankeny sports clubs (Ankeny)
▪Contracted out based on a percentage back to the city (Des Moines)
▪Private contract-city receives 18% of gross (West Des Moines)
▪Lease to private vendor. City gets 30% of gross sales with a minimum amount guaranteed (Cedar Falls)
25. What is the amount your complex spent on maintenance and labor in the most recently completed fiscal year?
▪Range: \$8,000-\$530,000 ▪Avg.: \$148,328
26. What percentage of that cost is off-set by revenues?
▪Range: 0%-100% ▪Avg.: 56.2%
27. Please describe the relationship your complex has with local sports groups (AAU, ASA, etc):
▪Marriage with ASA, rental for AAU/tournament teams
▪Rent to all groups, no exclusive use agreements with any group
▪Agency agreements in place, after costs agency receives a percent of gate admission
▪In-house programs receive top priority, with other groups secondary
▪City leases facilities to separate sports associations (annual lease approved by P & R)
▪ASA and local softball association have a great relationship. Have hosted many tournaments
▪High school and clubs use field. Cooperative agreement with city

- June's 1st Sat-Start of School
- Coincides with Schools
- May 27-Aug 22
- June 17-Aug 14
- May 28-Aug 21
- June 4-Aug 27
- Indoor Year Round
- 12-8 M, 12-7 T-Th, 12-6 F-Sun
- 12-8:30 M-F, 12-6 Sat and Sun
- 11-7 M-F, 12-6 Sat and Sun
- 1:30-5, 6-8
- 12-8:45 M-Sat, 1-8:45 Sun
- 12-6, 6:30-8
- 11:30-6
- 5:30AM-10PM Depending on the Season
- 8AM-10:30PM

5. Do run your concessions internally or contract it out (please check one)?

- 9 - Internally 5 - Contract Out 1 - Don't Have Concessions**
▪Contract Out: West Des Moines, Council Bluffs, Dubuque, Des Moines, Bettendorf

If you run concessions internally, please list below your yearly concessions revenue and expenses from the most recently completed fiscal year:

- Revenue: **Range: \$9,579-\$92,000** **Avg.: \$36,251**
- Expenses: **Range: \$8,104-\$75,000** **Avg.: \$27,259**

6. Please list the total gallons of water at your aquatic center:

- Range: 10,995-750,000** ▪**Avg.: 348,355**

7. Please provide a list of amenities in your aquatic:

- Water Slides (12), Zero Depth Entry (6), Spray Pad (5), Diving Board (4), Lazy River (3), Drop Slide (2), Lily Pad Walk (2), Kiddie Slide (2), Raft Slides (1), Swirl Bowl Slide (1), Basketball Hoop (1), Floatable Animals (1), Lap Lanes (1)**

8. Please list your total attendance for each aquatic center you operate for the most recently completed swimming season?

- Range: 10,000-118,000** ▪**Avg.: 46,700**

GOLF COURSE

1. Does your department operate a municipal golf course? **10 - Yes** **6 - No**

2. How many holes?

- 6 - nine hole courses** ▪**19 - eighteen hole courses**

3. In the 2005 golf season, how many rounds were played on your course?

- Range: 22,000-42,853** ▪**Avg.: 33,697**

4. Please list below or attach your categories for membership and fees for each category:

- 18 M-F: \$14-\$18, 18 Weekend: \$15-\$20**
- Family: \$685/yr Adult: \$425/yr Couple: \$575/yr Sr.: \$400/yr**
- Sr. Couple: \$525/yr Junior: \$200/yr**
- Adult: \$600/yr, \$16 (18), \$12 (9) Junior: \$150/yr, \$7/day Sr.: \$550/yr, \$15/day**
- Student: \$400/yr, \$13/day Family: \$850/yr**
- Junior: \$130/yr Senior: \$400/yr Adult: \$450/yr Family: \$700/yr**
- Pay as you go**
- No membership**

5. What are the greens fees?

▪Range: \$14 -\$26

▪Avg.: \$17.54

6. Do you own or lease golf carts? (Please check one) 0 - Own 8 - Lease 1 - Both

▪Lease Carts: Davenport, Fort Dodge, Cedar Falls, Council Bluffs, Dubuque, Des Moines, Bettendorf, Cedar Rapids

▪Both Own and Lease: Burlington

Is GPS provided?

2 - Yes

7 - No

7. If you charge golfers for carts, what is your charge?

▪For 9 Holes: Range: \$6-\$12 Avg.: \$8.67

▪For 18 Holes: Range: \$10-\$26 Avg.: \$15.44

8. Do you allow private carts on your golf course?

3 - Yes

7 - No

If you allow private carts, do you charge a trail fee?

3 - Yes

0 - No

What is the fee?

▪\$5

▪\$7.50

▪\$7/day, \$450/yr

9. Is your golf course operated as an enterprise system?

7 - Yes

3 - No

10. What were your revenues/expenses for the most recently completed fiscal year?

Revenues Range: \$391,638-\$3,221,443

Avg. Revenues: \$1,341,217

Expenses Range: \$347,547-\$3,202,387

Avg. Expenses: \$1,275,893

11. How many staff do you employ at your golf course?

▪Full Time: Range: 2-15

Avg.: 6

▪Part Time/Seasonal: Range: 5-150

Avg.: 39.1

12. Does your department operate its own golf course concessions?

6 - Yes

4 - No

If you contract out your concessions and pro shop operations, please explain the basics of your contract below:

▪Full restaurant: privately owned located within city-owned building. City covers general maintenance and receives 64% of gross. Pro shop: privately owned-city receives nothing (Council Bluffs)

▪City pays all expenses and receives all revenues and pays the pro a management salary (2 Courses). City leases the management operations to the pro for a guaranteed income (1 Course) (Des Moines)

▪City receives 10% of carts, concessions, driving range. Pro is responsible for staffing and operating pro shops (Cedar Falls)

▪Contracted PGA golf pros at each course who pay rent and 25% of utilities. The pro retains revenues for food, beverage, and lessons. Pro is responsible for collection of city greens fees (Waterloo)

13. Do you have a PGA Professional on staff?

8 - Yes

2 - No

▪Yes: Cedar Rapids, Bettendorf, Dubuque, Davenport, Council Bluffs, Des Moines, Cedar Falls, Waterloo

14. Opening/Closing Date:
- Year Round Weather Permitting (2 Cities)
 - Mar 15/Dec 1
 - Mid March/Dec 1
 - Mar 15/Nov 15
 - Apr 1/Nov 1
 - Mar 15/Nov 24
 - Mar 15/Nov 21
 - Apr 15/Nov 11

WELLNESS

1. Please list all wellness programs, fees and age offerings your department offers:
- Water exercise: \$3.50/class/adults
 - Yoga
 - Water Walking, Fitness Class
 - Tae Kwon Do: \$60, Adult Body Sculpting: \$30, Hokito: \$60, Lighten Up Iowa
 - Jazzercise, Jazzercise light for Seniors, Water Exercise, Walking
 - Yoga: \$42, Pilates: \$56, Cardio Kickboxing: \$40, Slim N Trim: \$38, Jazzercise: \$26, Tai Chi: \$30, Walking for Fitness: \$12---All 18 years or older
2. Does your department implement the city’s employee wellness program? 6 – Yes 9 - No
3. Are your instructors/trainers employed by the city or are they contracted? (Please circle one)
- 3 - Employed by City 4 - Contracted 2 - Both
4. What type of certifications do your instructors/trainers have?
- A variety
 - National Fitness Certification
 - Lifeguard
 - AFFA, American Fitness and Aerobic Assoc., ACE
 - Experience
5. What do you pay per hour to your wellness instructors on average?
- | | | | |
|---------------------|---------------|----------|--------------------|
| ▪\$6-\$8.50/hr | ▪\$12-\$20/hr | ▪\$18/hr | ▪\$17/hr |
| ▪\$11.50-\$12.50/hr | ▪\$12-\$18/hr | ▪\$8/hr | ▪75% of class fees |
6. Where are your wellness programs held?
- Community Center, Schools, Park and Recreation Office
 - Senior Center, Schools, Park Shelter Houses
 - Fitness Center
 - WDM Community Center, Aquatic Centers, Valley High School
 - Bender Pool
 - Recreation Center
 - Community Center

PROGRAMMING

1. Please list fee information for the following programs.

▪ **Youth Basketball**

▪ Cost:	Range: \$20-\$65	Avg. \$24.36
▪ Season Length:	Range: 3-12 weeks	Avg.: 7.72 weeks

▪ **Youth Softball**

▪ Cost:	Range: \$15-\$50	Avg.: \$25.44
▪ Season Length:	Range: 4-12 weeks	Avg.: 7.69 weeks

▪ **Youth Soccer**

▪ Cost:	Range: \$15-\$50	Avg.: \$28.86
▪ Season Length:	Range: 4-14 weeks	Avg.: 7.26 weeks

▪ **Youth Baseball**

▪ Cost:	Range: \$15-\$50	Avg.: \$26.70
▪ Season Length:	Range: 4-12 weeks	Avg.: 7.78 weeks

▪ **Youth Flag Football**

▪ Cost:	Range: \$15-\$60	Avg.: \$26.40
▪ Season Length:	Range: 6-8 weeks	Avg.: 7.28 weeks

▪ **Youth Tennis Lessons**

▪ Cost:	Range: \$15-\$55	Avg.: \$33.92
▪ Season Length:	Range: 2-8 weeks	Avg.: 3.80 weeks

▪ **Youth Golf Lessons**

▪ Cost:	Range: \$23-\$47	Avg.: \$34.98
▪ Season Length:	Range: 1-16 weeks	Avg.: 4.22 weeks

▪ **Adult SB (per team)**

▪ Cost:	Range: \$205-\$370	Avg.: \$258.63
▪ Season Length:	Range: 5-18 weeks	Avg.: 11.29 weeks

▪ **Adult VB (per team)**

▪ Cost:	Range: \$40-\$200	Avg.: \$148.74
▪ Season Length:	Range: 8-16 weeks	Avg.: 13.2 weeks

2. Please list your top five non-traditional sports programs:

▪ **Dodgeball, Whiffleball, T-Ball, Kick Ball, Youth Wrestling, Day Camp, Tot Lot, Climbing Wall Class, Arts and Crafts Class, All Around Athlete, Classes for those with special needs**

3. Are any of your youth sports programs run by other sports associations? (ie soccer clubs, little league, etc)

11 - Yes

4 - No

If yes, please list which organization your department works with:

- **Little League (8)**
- **Soccer Association/Club (7)**
- **YMCA (2)**
- **Youth Athletic League**

- Youth Football Association
- Dad's Club
- Youth Swim Club
- Pony League
- Greater Des Moines Soccer Association

4. Does your department offer on-line registration for programs? 7 - Yes 6 - No

If yes, list the company or brand of software used for on-line registrations and the cost:

- Peak Software: \$1800/yr (Ankeny)
- Rec Ware (Dubuque)
- Rec Ware/Safari (Bettendorf)
- Class: \$30,000? (West Des Moines, Cedar Falls)
- Gov. Partner (Urbandale)
- Also Yes: Clinton

5. Is there a convenience charged to on-line customers? 1 - Yes 5 - No

- Dubuque does charge a fee

6. Do you provide training for your coaches/officials? 11- Yes 3 - No

If yes, what type of training program do you use? (i.e. NYSCA)

- NYSCA (6)
- In house training (3)
- Job Shadowing (1)
- City wide program with YMCA and CB Soccer Association

7. For your typical program, what type of program deliverables does your department provide? (i.e. t-shirts, awards, etc.)

- T-shirts, certificates, ribbons, medals, trophies, plaques, equipment

8. Does your department perform program evaluations? 13 - Yes 1 - No

9. Please list or attach your special event offerings:

- Pooch Paddle, Daddy-Daughter Date Night, Movies in the Park
- Doggie Dip, Kids' Parade, Big Wheel 500
- July 4th Parade, Music in the Junction, Daddy-Daughter Dance
- Breakfast with Santa, Ankeny Unplugged Concert, Free Movies on Friday Nights, Summer Sounds concert Series
- Autumn in the Bluffs, Hershey Track Meet, Mayor's Day Bike Ride
- State/National Softball Tournaments, State Hershey's Track Meet
- Nitefall on the River Concerts, Free movies at Amphitheatre and Grays lake, Mayor's Annual Bike Ride, Father Daughter Dance
- Bunny Bonanza, Halloween Carnival, Christkindlemarket, Blast from the Past, Freedom Festival Kickball Tournament, Skyhoundz Dog Frisbee Tournament
- Pk Band Concerts, Tournaments, St. Patrick's Day Dance
- Chili Golf Open, Special Populations Dances, Fall Festival
- Gingerbread House Contest, Global Gourmet, Home Alone Class, Skateboarding Contests

10. Please list your three most innovative programs:

- Tiny Tots Sports, Breakfast with Santa, Movies in the Park
- Adult Kickball, Adult Dodgeball, Soccer Camps
- Planet 7, Current Walking, Start Smart Sports, 50+ Softball and Drop-In

- Tot Basketball, All Around Athlete, Super Circuit
- CTC Adventure Zone Day Camp
- Buddy Baseball for youth and adults with special needs
- Fall Softball, ASA League, Notes from the North Pole, Mini camps
- Nightfall on the river series, father daughter dance, Sailing Classes at Grays Lake
- It's a Mess, Football Buddies, Hola to Spanish
- Youth in Parks, Junior Detectives, Dog Swim

MARKETING & PROMOTIONS

1. Does your department have a web site? **15 - Yes** **0 - No**

If yes, what is your web site URL address?

- www.urbandale.org
- www.cityofdavenportiowa.com
- www.bettendorf.org
- www.cedar.rapids.org
- www.dmparks.org
- www.fortdodgeiowa.org
- www.ci.marshalltown.ia.us
- www.cbparksandrec.org
- www.ci.clinton.ia.us
- www.ci.ankeny.ia.us (click on Parks and Rec)
- www.wdm-ia.com
- www.50613.com
- www.sioux-city.org
- www.waterlooleisureservices.org

2. Does your department manage your own web site or is it managed by an outside group?
13 - Internally **1 - Outside Group**

3. How many program guides do you send out each distribution cycle?
▪Range: 2,000-50,000 **▪Avg.: 19,123.08**

4. How often is your program guide distributed?
▪Twice Yearly (5)
▪3 Times Yearly (4)
▪Quarterly (2)
▪Annually (1)

5. Do you sell your own advertising in your program guides? **5 - Yes** **9 - No**

6. What are your top mechanisms for program promotion?
▪Brochure, flyers, website, paper, newsletter, TV, radio, resources to schools

7. Do you have an e-mail database to promote your events/activities? **7 - Yes** **7 - No**

8. Do you have access to promote/advertise on your local cable government or public access channel?

11 – Yes

2 - No

If yes, please describe your usage of the local cable government or public access channel:

- **Event Dates**
- **Use it for announcements**
- **To publicize all programs and activities**

9. What are your distribution methods for program/department information

- **Local newspaper, Radio, Cable Access, Flyers/brochures Through the School District, Email, Mailings, News Releases, Posters, Signs, City Newsletter, City Website**

SPECIAL POPULATIONS

1. Does your department offer a slate of special populations programs?

9 - Yes

5 - No

If so, please list below your offerings and fees

- **Summer Camp Program, Spring Formal Dance, \$3 for each of the following: Halloween Costume Party, St. Patrick's Day Dance, Hoe Down, Swim Bash**
- **Summer Day Camp**
- **Monthly Luncheon: \$2, avg. of 20 participants**
- **Contracted with Link Associates to provide programs**
- **Dances, Theatres, Athletic Events, Independent Living Classes**
- **Buddy Baseball: Ages 5-Adult**
- **Special Events: \$3-\$ Admission Cost**